

# BTEP & Partners' News Flash

## Bureau Chief Update



**Wayne Tormala, Bureau Chief**

### NRT+Legislation

On April 29th, Governor Napolitano signed into law SB 1418, which allows the state's Medicaid program (AHCCCS) to offer nicotine replacement therapies and pharmaceuticals to its members that want to quit using tobacco products. AHCCCS members, with tobacco prevalence rates significantly higher than the general population, will have full access to all FDA approved medications to help them quit tobacco. This new benefit, which is effective as of October 1, 2008, will not impact the state general fund, as it is to be funded by up to \$1 million in tobacco tax funds via a partnership with ADHS BTEP and AHCCCS. In addition, Arizona will receive a 2:1 federal match, resulting in as much as \$3 million to be dedicated to defer the costs of providing cessation services to the Medicaid population. We have initiated a series of meetings with AHCCCS representatives to

develop the program protocol, data tracking, and evaluation tools.

Our friends at the American Heart Association, the American Lung Association and the American Cancer Society worked very hard to make sure this bill kept moving. Now we must all work together to ensure that AHCCCS members are aware of this benefit.

### NRT+ Pilot Being Evaluated

As a reminder to what I reported last month, it took just two months for us to encumber the total funds (\$300,000) allocated to the NRT+ Pilot Program. Since then, we have begun evaluating the changes in tobacco use among the 1,600+ people who had enrolled in this program and will develop our longer-term decisions for offering free NRT+ based on the findings.

While AHDS BTEP NRT+ Pilot Program, the first statewide effort to expand free NRT+ distribution to include pharmaceuticals, resonated with our commitment to bring innovative practices to people who use commercial tobacco, it remains critical that we conduct a comprehensive analysis of outcomes before allocating additional funds. This analysis is also critical because many tobacco cessation programs across the U.S. are examining the efficacy of free NRT+ distribution and have a stake in both the findings of this pilot and our subsequent plan.

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## Upcoming Partner Meeting

On July 24th at the Paradise Valley Doubletree Resort in Paradise Valley, Arizona the Bureau of Tobacco Education and Prevention (BTEP) will hold a BTEP Partners Meeting. There will be training on Developing Community Networks by using the Communities of Excellence Plus model as a framework. This is the first step in an exciting process in which we will all be able to establish new partnerships and build on existing ones within our communities around Arizona. In addition to the training, concepts for the new youth prevention marketing campaign will be discussed.

### AGENDA

**9:30 am** - Registration

**10:00 am** - Welcome

**10:15 am** - Youth Prevention Campaign Concepts

**11:30 am** - Lunch/Networking

**12:30 pm** - Communities of Excellence Plus Training

**3:30 pm** - Wrap Up/Next Steps

*(Bureau Chief Update continued from page 1)*

## **Tobacco Tax Revenue Projections**

Our monthly revenues remain at lower levels, and we are now projecting a total revenue projection in 2008-09 of approximately \$20 million, a 20% drop from last year. This is “good news” as I anticipate there will be some correlation to the utilization of commercial tobacco in Arizona. Pending our surveys which will be conducted in a few months, I expect we’ll find slight decreases in prevalence, while most smokers are also smoking less.

## **First Annual Report of Smoke-Free Arizona Program**

ADHS is proud to state that one year after the Smoke-Free Arizona Act went into effect, a high level of compliance has been achieved statewide. Most employers responded well in creating smoke-free workplaces while the number of complaints declined significantly, thus resulting in cleaner air for Arizona residents. It is noteworthy that the Office of Environmental Health acknowledges the tremendous efforts of the county health educators and inspectors who conducted on-site visits to local businesses, bars and restaurants providing advice and support to ensure the successful implementation and compliance with the Law.

## **NCTOH Update**

Representatives from the 2009 National Conference on Tobacco or Health visited this month to meet with the NCTOH Sponsorship Committee and to attend the Northern Counties Meeting. It was a productive week and both parties agreed that the visit produced good outcomes for planning NCTOH 2009.

The Centers for Disease Control and Prevention Summer Institute will be held at the Arizona Biltmore in Phoenix, Arizona July 20-23, 2008. BTEP will host an exhibit booth to promote the National Conference on Tobacco or Health to be held in Phoenix July 10-12, 2009. We are looking for volunteers to help us staff the booth and assist with general conference registration and hospitality. If you are interested in volunteering at the Summer Institute please contact Robbi Traver at 602-542-2075 or [traverr@azdhs.gov](mailto:traverr@azdhs.gov). For more information on the Summer Institute please visit [www.thesummerinstitute.org](http://www.thesummerinstitute.org)

## **ADHS BTEP Staffing Update**

Claudia Sloan has left ADHS BTEP and is now working for the Division of Behavioral Health Services.

## **AWARD WINNING CAMPAIGNS!!**

ADHS BTEP marketing team recently won three awards from the International Association of Business Communicators (IABC) Phoenix Chapter for its 2007 Marketing Campaigns. The Copper Quill Awards were held in Scottsdale Arizona on June 5, 2008.

The winning categories were:

Communications Management Award  
(Community & Government Relations)  
“We Can Help” Smoking Cessation Campaign

Communications Management Award  
(Marketing Communications)  
“We Can Help” Smoking Cessation Campaign

Electronics Communication Award  
(Brand Identification & Community Relations)  
“Tobacco Use: It’s a Personal Foul” Youth Tobacco Use Prevention Campaign



The ADHS BTEP Award Winning Marketing Team (left to right): Marketing Director Mary Ehlert, Anne Payne, Robbi Traver, Sue Briody, and Bureau Chief Wayne Tormala.



Mary Ehlert, MS, ABC Marketing Director for ADHS BTEP with the three Copper Quill Awards.

June 20, 2008